

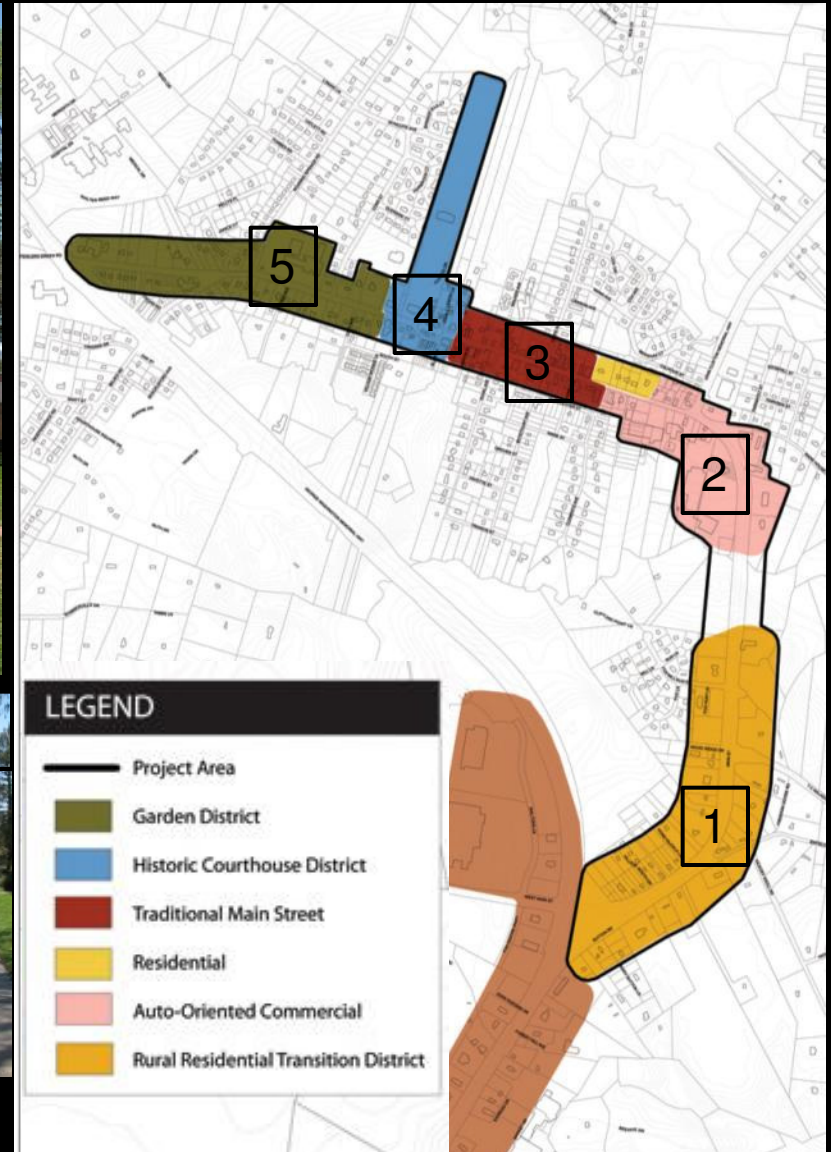
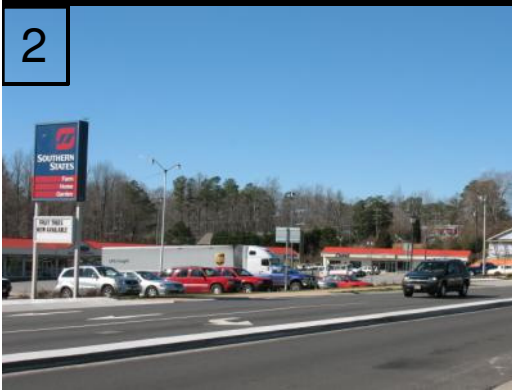


10 Things To Know About Design

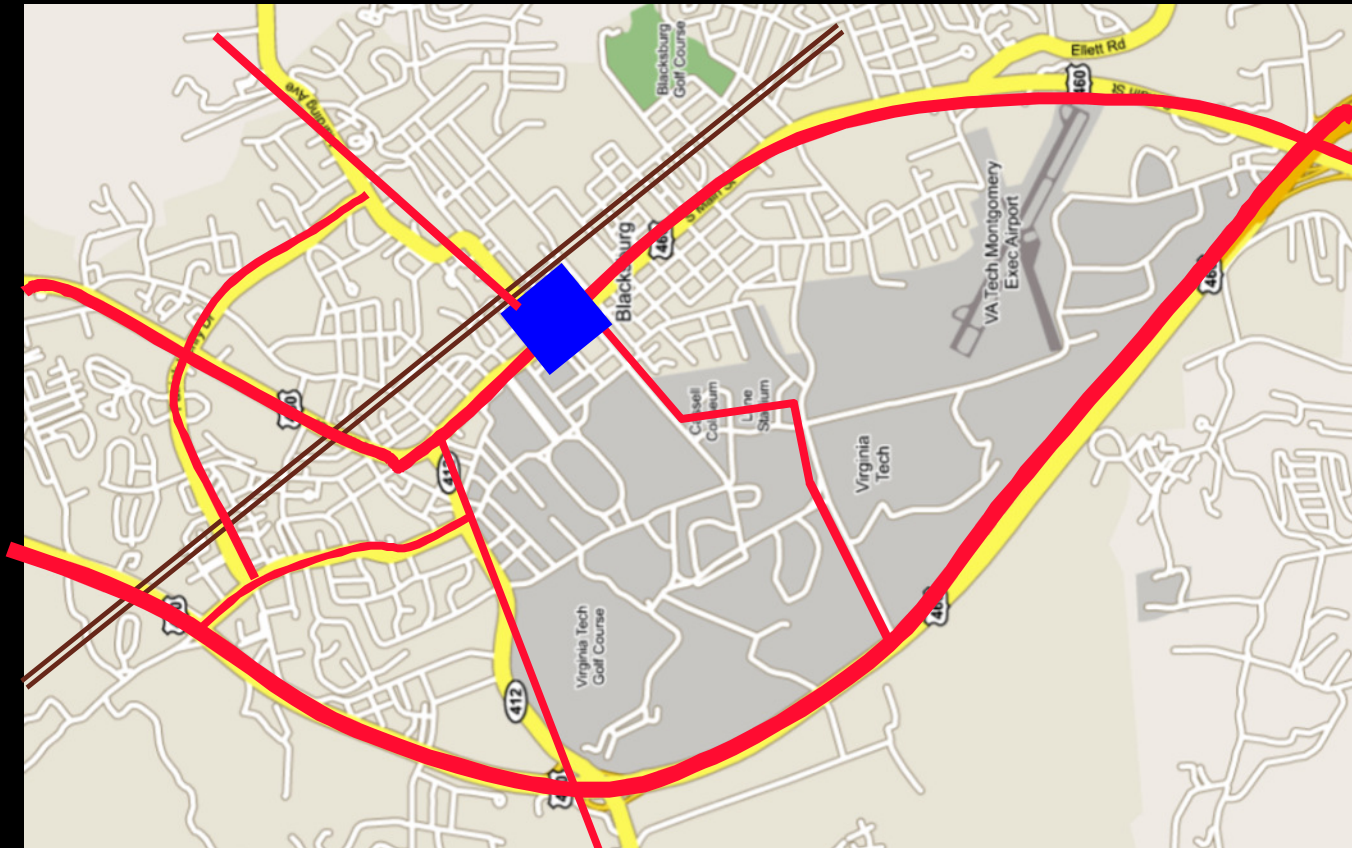


8. Solutions For Public Realm

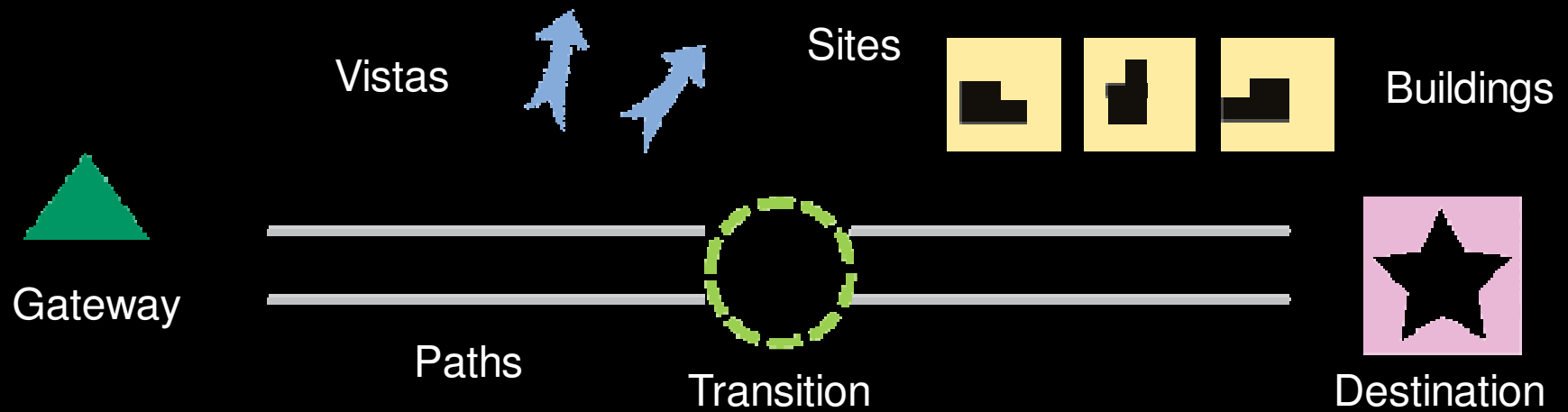
Overall Design Character and Land Uses



Evolution of Community Corridors



Design Elements of Corridors





Gateways:
The Front Door to Your Community and Downtown



Front Door to Your Community



The Front Door to your Community



The Front Door to Your Downtown



Access and Entry



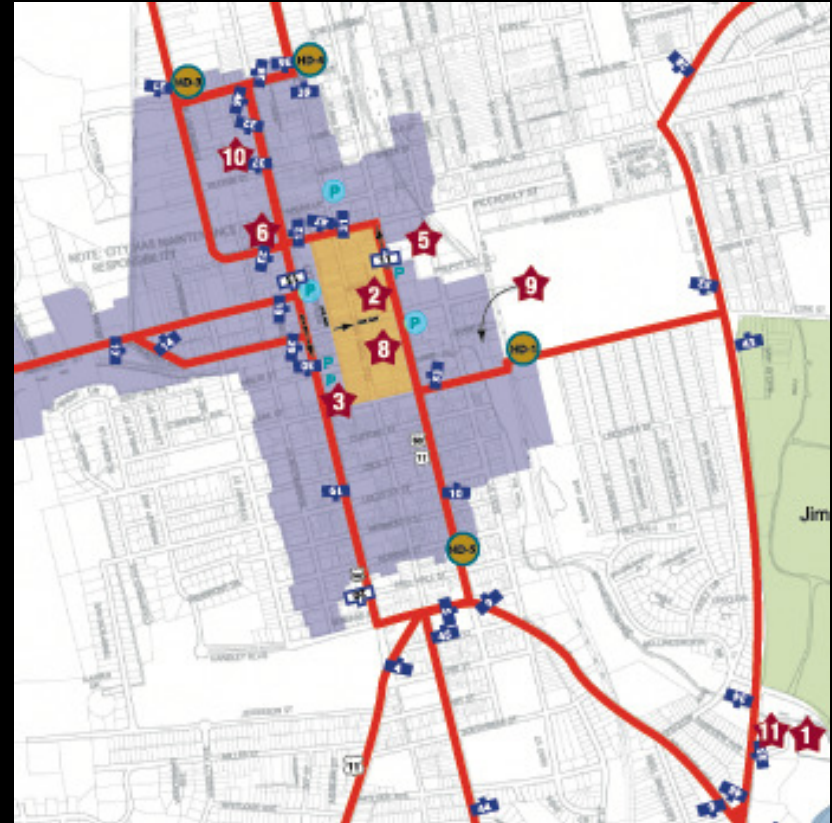
Streets and Circulation



Streets and Circulation



Streets and Circulation



Case Study: Cameron Street Winchester



Parking: True or False

- When downtown parking is solved, then downtown will be fine.
- People don't go downtown because they can't find a place to park.
- If we just tear down a few of those buildings and create parking lots, our parking problem will be solved.
- We don't need anymore parking downtown, people can walk there from their home.



Parking Management Issues for Small Communities

- No unified approach to the parking operation
- Multiple departments handle planning, design, promotion, enforcement and adjudication of parking
- Low priority next to other community services such as fire and police.
- Informal commitment to enforcement
- Reluctance to take responsibility for parking

From The Parking Handbook for Small Communities



Six Steps for Parking Management (John Edwards)

1. Get Organized-Parking is Political, Bring the Public Along
2. Gather Data-Analyze Supply and Demand
3. Increase the Effectiveness of Existing Parking
4. Plan and Develop New Parking
5. Promote the Parking Program
6. Putting It All Together
 - support for the “plan”
 - plan approval
 - parking task force/committee
 - implementation responsibility



Parking Lot Aesthetics



Parking Lot Aesthetics

Applethorpe collection, Courtesy of Bancroft Library, University of California, Berkeley.



Downtown Center Garage, San Francisco, CA. Ellison & King



Parking Garage Aesthetics



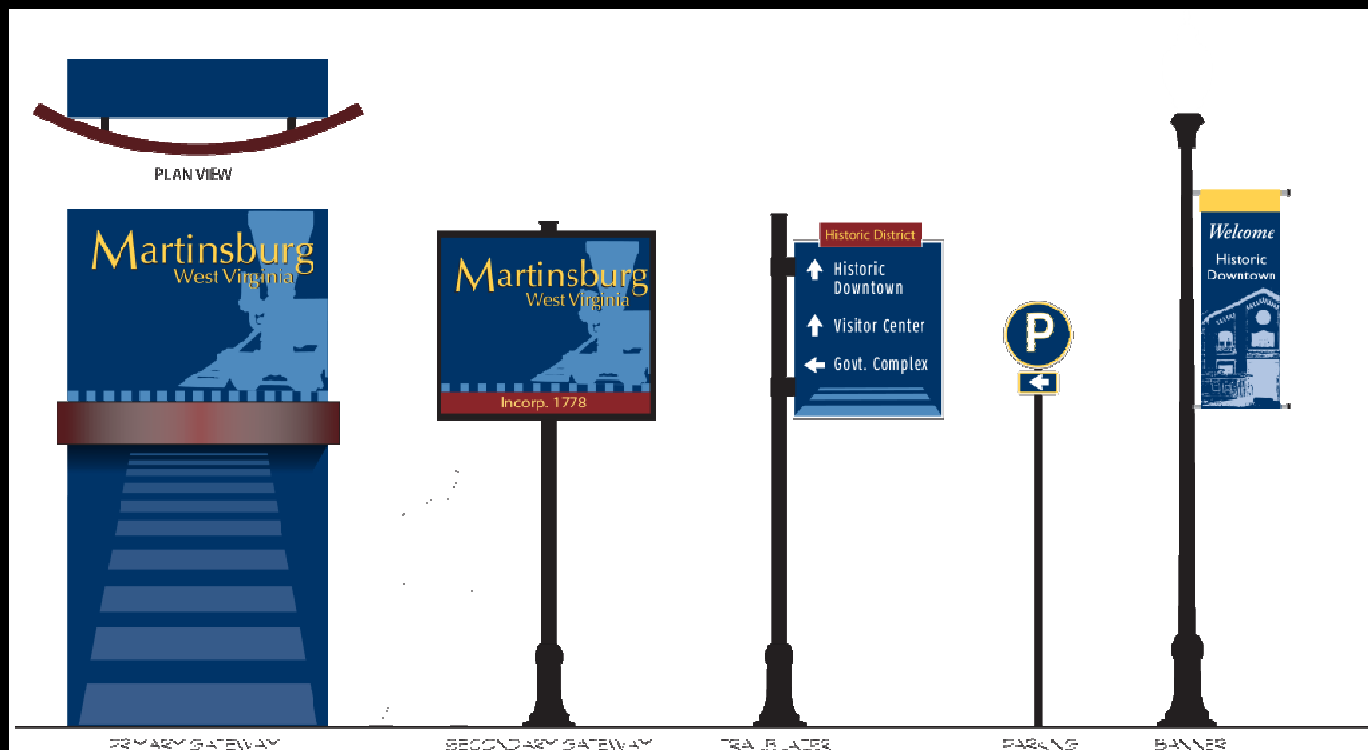
Parking Garages – Think Mixed-Use



What is a Wayfinding Sign System?

- A comprehensive and unified directional sign system
- Design is customized to the community

...which will guide both residents and visitors to key destinations and attractions while reducing sign clutter.



Elements of a Wayfinding System

A Unified System

- Website, brochures and maps
- Highway signs
- Gateway signs
- Banners
- Auto-oriented trailblazer signs
- Street signs
- Parking directional signs
- Parking regulatory signs
- Pedestrian level trailblazer signs/kiosks
- Site signs
- Temporary event signs





Trailblazer Sign with Parking Directional



Parking Signs



Visitor Information



Pedestrian Movement



Pedestrian Movement - Crosswalks



Landscaping - Trees



Landscaping - Edges



Landscaping - Planters



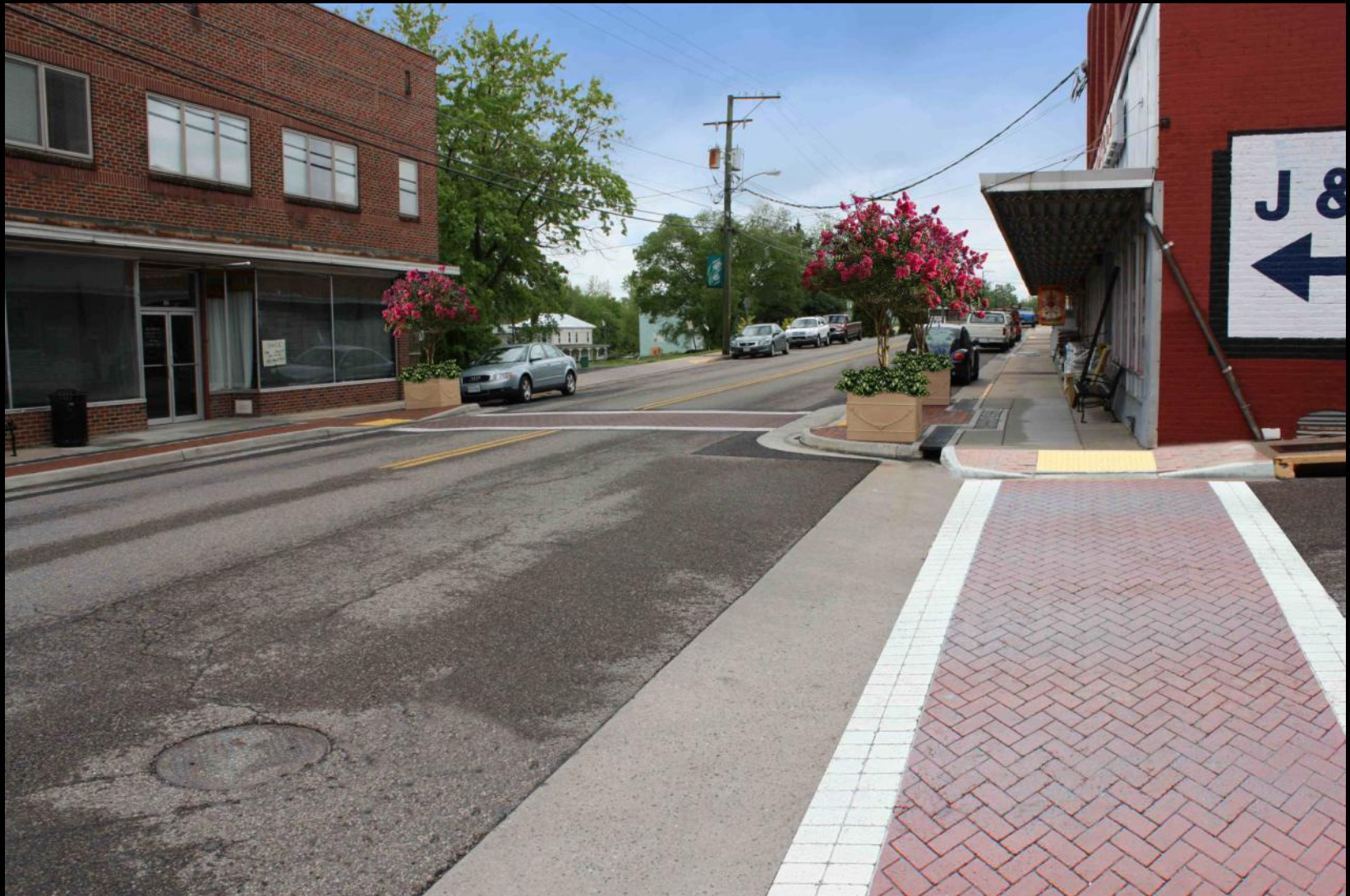
Landscaping - Planters



Landscaping - Planters



Landscaping - Planters



Landscaping - Planters



Landscaping - Planters



Streetscape Furniture



Streetscape Furniture



Trash Cans



Streetlights



Utilities



Parks Plazas and Open Spaces



Parks Plazas and Open Spaces



Open Spaces – Infill Construction



Parks Plazas and Open Spaces



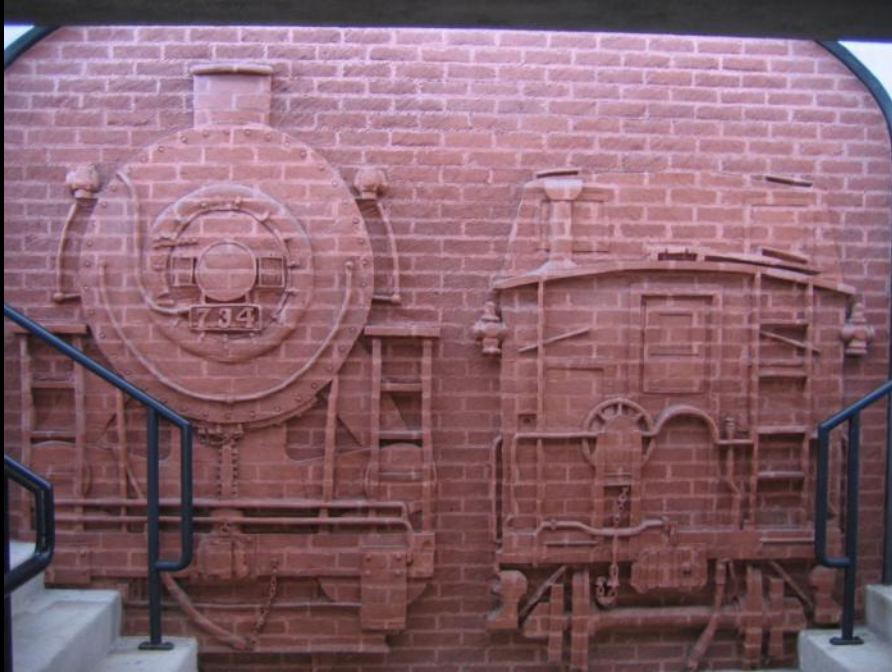
Parks Plazas and Open Spaces



Parks Plazas and Open Spaces



Parks Plazas and Open Spaces



Public Art – Tell the Story of Your Community



Public Art – Tell the Story of Your Community



Public Art – Tell the Story of Your Community



Public Art – Have Fun!



Unique Structures



Views



10 Things To Know About Design



8. Solutions For Public Realm